



## 2009 Utah Tourism at a Glance\*

- Traveler spending for 2009 is estimated to be \$6.2 billion
- 2008 Traveler spending is estimated to have generated \$695 million in state and local tax revenues (Approximately \$814 per Utah housing unit)
- Estimates of tourism arrivals were 19.4 million
- Estimated 110,508 jobs in travel and tourism-related industries (Approximately 9.3% of total Utah nonfarm jobs)
  - 60,303 Direct tourism jobs
  - 50,205 Indirect tourism jobs
- 75% of Utah's visitors come from the Western United States (2009 Data). Top markets include:
  - Colorado
  - California
  - Idaho
  - Nevada
  - Texas
  - Arizona
- International visitors accounted for 3.55% of total non-resident visitation with an estimated 690,000 visits in 2009. Top international markets include:
  - Canada
  - Mexico
  - Germany
  - United Kingdom
  - France
  - Japan
  - Netherlands
  - South Korea
- 6.0 million recreation visits were made to Utah's five national parks during 2009. Another 3.8 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 4.7 million visitors enjoyed Utah's 43 state parks during 2009
- 20.0 million passengers arrived at Salt Lake International Airport during the year
- Utah's 13 ski resorts hosted 3.9 million skier days during the 2008/09 season
- 426,033 visitors stopped at one of Utah's six Welcome Centers during 2009
- 57.0% statewide hotel/motel occupancy rate
- For every \$1 invested in advertising the average 2009 ROI in tax dollars to the state was \$15.79

\*These figures are estimates which may be revised once final year-end figures become available.

\*\*Excludes data from Mexico which is not available at this time. The U.S. Department of Commerce is working with Mexico to obtain tourism data.

Sources: Utah Governor's Office of Planning and Budget; D.K. Shifflet & Associates Ltd.; Strategic Marketing & Research, Inc.; National Park Service; Utah State Parks and Recreation; Ski Utah; Utah Department of Transportation; Utah State Tax Commission; Utah Department of Workforce Services; Salt Lake International Airport; U.S. Department of Commerce; Rocky Mountain Lodging Report; Census Bureau American Fact Finder; Utah Governor's Office of Economic Development – Office of Tourism